

WHAT IS CLAIMED IS:

1. A method for estimating the sales of specialty products comprising:
 - defining a first product specific universe using wholesale purchasing data to determine a product specific store size for a first plurality of retail outlets;
 - 5 defining a second product specific universe using sampled retail sales data to determine a product specific store size for a second plurality of retail outlets;
 - applying geo-spatial projection to the first product specific universe and the second product specific universe to determine product specific projection factors for retail outlets in the first and second universe; and
 - 10 applying said product specific projection factors to sampled retail sales data for the product to estimate the sales of said specialty product in unsampled outlets.

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2. The method for estimating the sales of specialty products according to claim 1, wherein said sampled retail sales data identifies an authorizing agent for said sales and wherein the estimated sales are attributable to said authorizing agent.
- 15 3. The method for estimating the sales of specialty products according to claim 2, wherein the specialty products are pharmaceuticals and wherein the authorizing agent is a physician.

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4. The method for estimating the sales of specialty products according to claim 1, wherein the second product specific universe represents retail facilities not represented in the first product specific universe.

5. The method for estimating the sales of specialty products according to claim 4,
wherein the second product specific universe includes unsampled retail facilities.

5 6. The method for estimating the sales of specialty products according to claim 5,
wherein the unsampled retail outlets are assigned an average product specific store size

based upon the sampled retail sales data.

7. A method for estimating prescriber activity for specialty pharmaceutical products
comprising:

10 determining a product specific store size for a first plurality of retail
outlets using wholesale sales data;

determining a product specific store size for a second plurality of retail
outlets using retail sales data, said retail sales data identifying a prescriber who authorized
the sales;

15 applying geo-spatial projection to the first plurality of retail outlets to
determine product specific projection factors for the retail outlets for which sampled retail
sales data is available;

20 applying geo-spatial projection to the second plurality of retail outlets to
determine product specific projection factors for the retail outlets for which sampled retail
sales data is available;

applying said product specific projection factors to sampled retail sales
data for the product to estimate the total prescriber activity in a region of interest.

8. The method for estimating prescriber activity according to claim 7, wherein the second plurality of retail stores includes retail stores not represented in the first plurality of retail stores.

5 9. The method for estimating prescriber activity according to claim 8, wherein the second plurality of stores includes stores having sampled retail sales data and stores which have no sampled retail sales data associated therewith.

10. The method for estimating prescriber activity according to claim 8, wherein the stores in the second plurality of stores which have no sampled retail sales data are assigned an average product specific store size based upon the sampled retail sales data.

15 11. The method for estimating prescriber activity according to claim 8, wherein the combination of the first plurality of stores and the second plurality of stores represents substantially all of the retail outlets for the specialty product.

20 12. A system for estimating the sales of specialty products comprising:
a first database for storing wholesale purchasing data;
a second database for storing sampled retail sales data;
a processor, the processor being operatively coupled to said first and second database, the processor:

determining a product specific store size for a first plurality of retail outlets based on the wholesale purchasing data;

determining a product specific store size for a second plurality of retail outlets not represented by the wholesale purchasing data;

5 applying geo-spatial projection to determine product specific projection factors for retail outlets in the first and second plurality of retail outlets for which there is sampled retail sales data; and

10 applying said product specific projection factors to sampled retail sales data for the product to estimate the sales of said specialty product in unsampled outlets.

13. The system for estimating the sales of specialty products according to claim 12, wherein the second plurality of retail stores includes retail stores not represented in the first plurality of retail stores.

14. The system for estimating the sales of specialty products according to claim 13, wherein the second plurality of stores includes stores having sampled retail sales data and stores which have no sampled retail sales data associated therewith.

15. The system for estimating the sales of specialty products according to claim 14, wherein the stores in the second plurality of stores which have no sampled retail sales data are assigned an average product specific store size based upon the sampled retail sales data.

16. The system for estimating the sales of specialty products according to claim 15, wherein the combination of the first plurality of stores and the second plurality of stores represents substantially all of the retail outlets for the specialty product.

5 17. The system for estimating the sales of specialty products according to claim 12,
wherein said sampled retail sales data identifies an authorizing agent for said sales and
wherein the processor attributes the estimated sales to said authorizing agent.

18. The system for estimating the sales of specialty products according to claim 17, wherein the specialty products are pharmaceuticals and wherein the authorizing agent is a physician.